Ryan Parker *Business Development, Aculus*

Dr. Olivia Sheng *Director, GKMC*

Have You Ever?
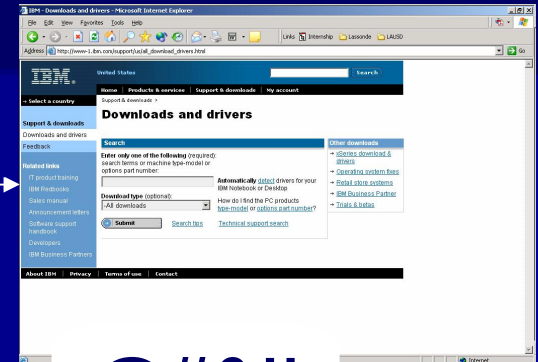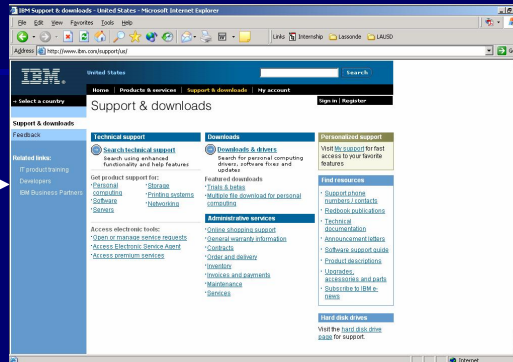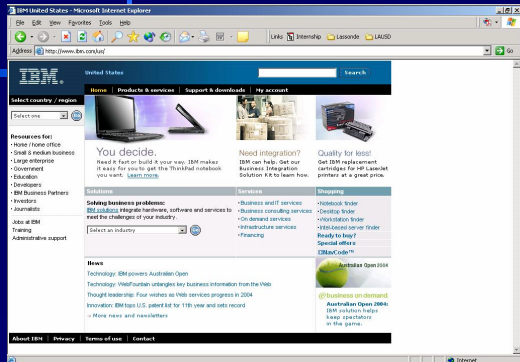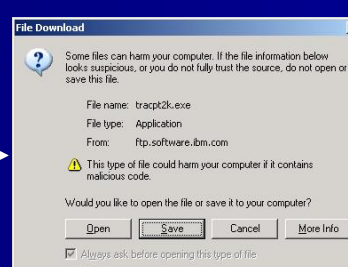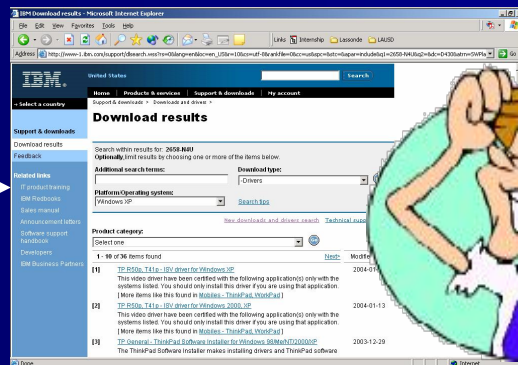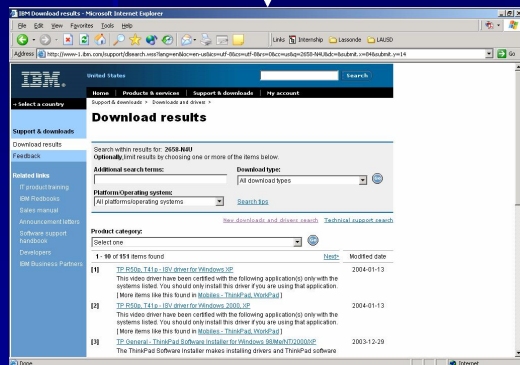
Current Problems

- Subjective and inconsistent
- Time consuming and costly
- Too much data
- No specific answers

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- Objective, innovative metrics
- Actionable Solutions
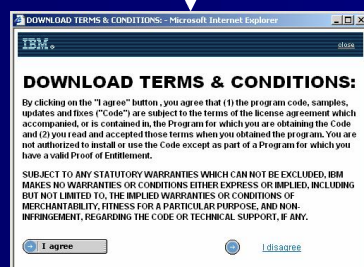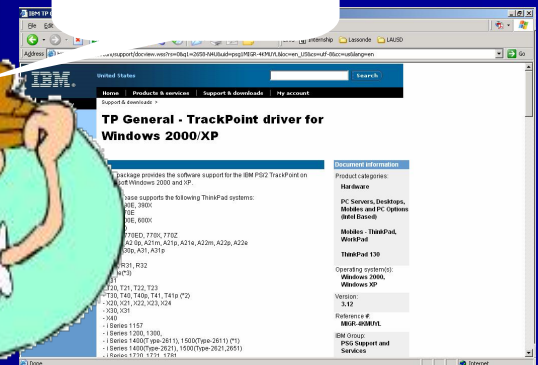- Automated algorithms

...elop...s

nd-user xperience

s... layout

Interpretation / Decision Making

data translation / cleaning

data analysis

performance enhancement

performance evaluation

pattern analysis

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Effectiveness

objective provide visitors with the links they want

The first chart shows what percentage of your links that users want to get to are easily reachable. second chart shows the impact on site performance if you use our suggested links.

Before

% of Sought Links Easily Reached = 16

% of Sought Links not Easily Reached = 84

Scoring Guide

Great: Above 60%

Fair: 30-60%

Poor: Below 30%
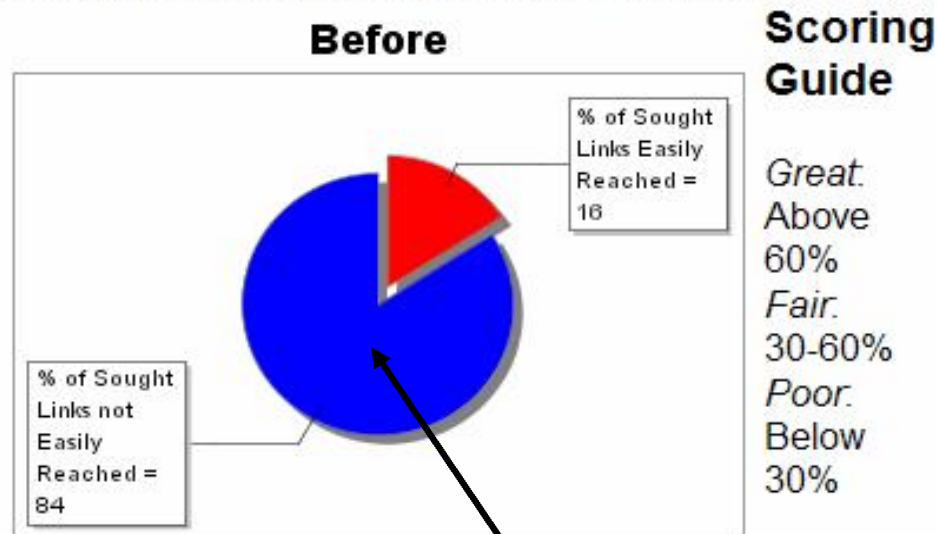
Up to **84%** of users were frustrated

Aculus Impact
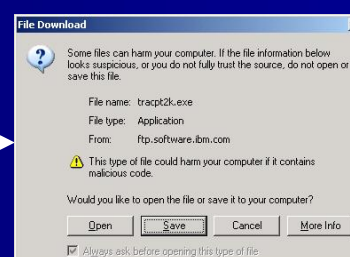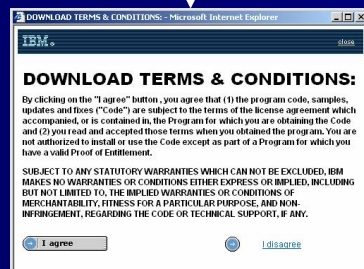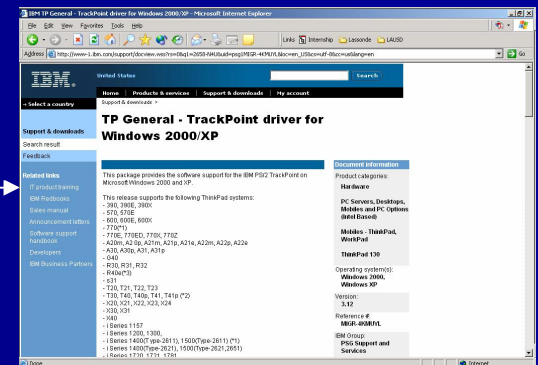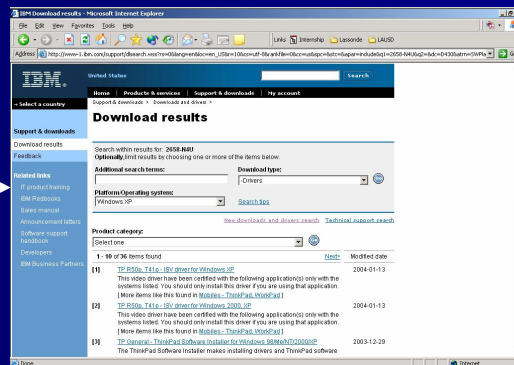
Aculus Impact
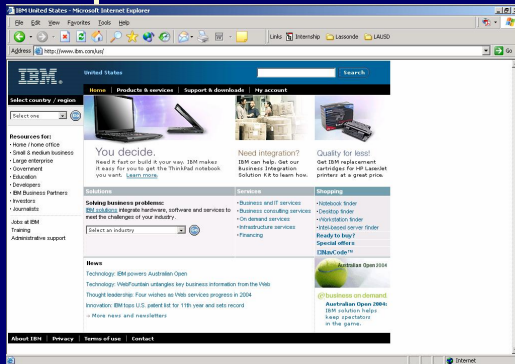
Effectiveness

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Before

% of Sought Links Easily Reached = 16

% of Sought Links not Easily Reached = 84

Scoring Guide

Great: Above 60%
Fair: 30-60%
Poor: Below 30%

After

% of Sought Links not Easily Reached = 5

% of Sought Links Easily Reached = 95
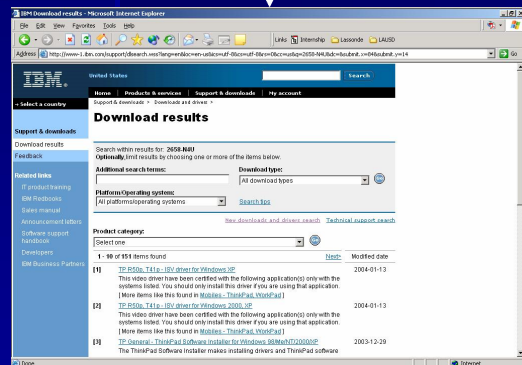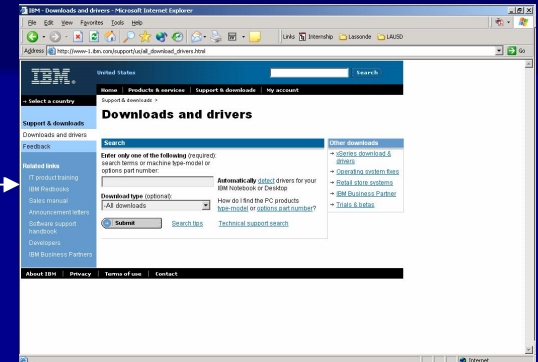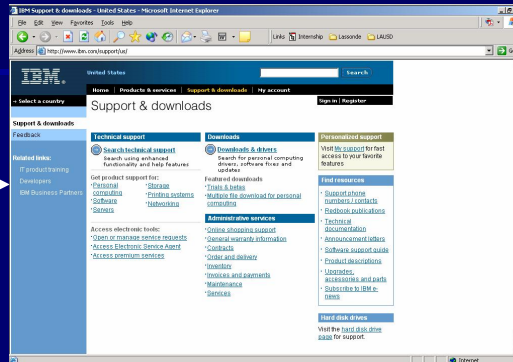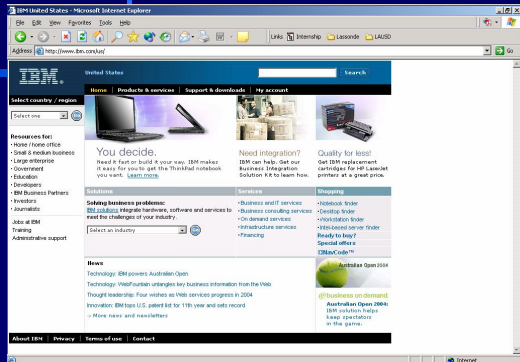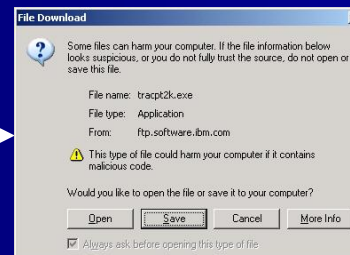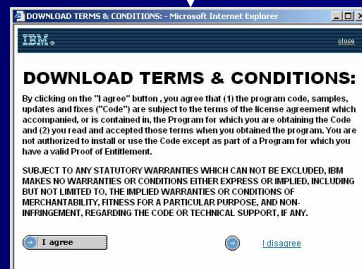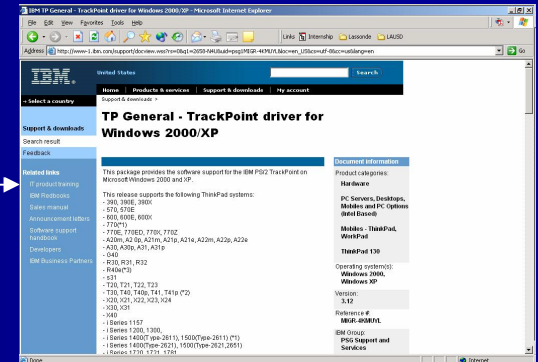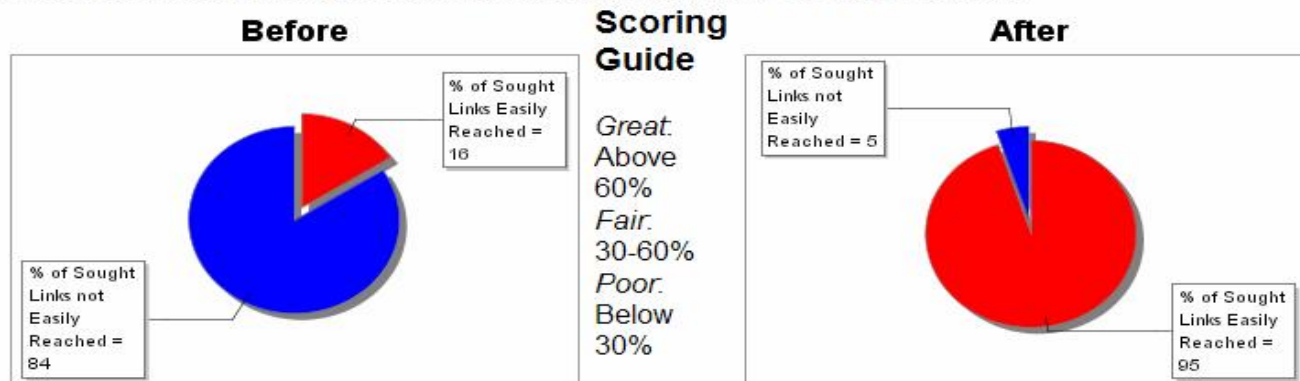
improvement

5.9x

On average, 16% of all pages that a user sought were easy to find. After applying our suggested links, 95% of all pages that a user seeks will be easy to find.

Efficiency

objective avoid overloading users with too many links

The first chart shows how well the site provides users with links they will want to use. The second chart shows the impact on site performance if you use our suggested links.

Before

% of Easily Reached Links Users Sought = 3

% of Hard-to-Reach Links Users Sought = 97

Scoring Guide

Great: Above 30%
Fair: 15-30%
Poor: Below 15%

After

% of Easily Reached Links Users Sought = 25

% of Hard-to-Reach Links Users Sought = 75
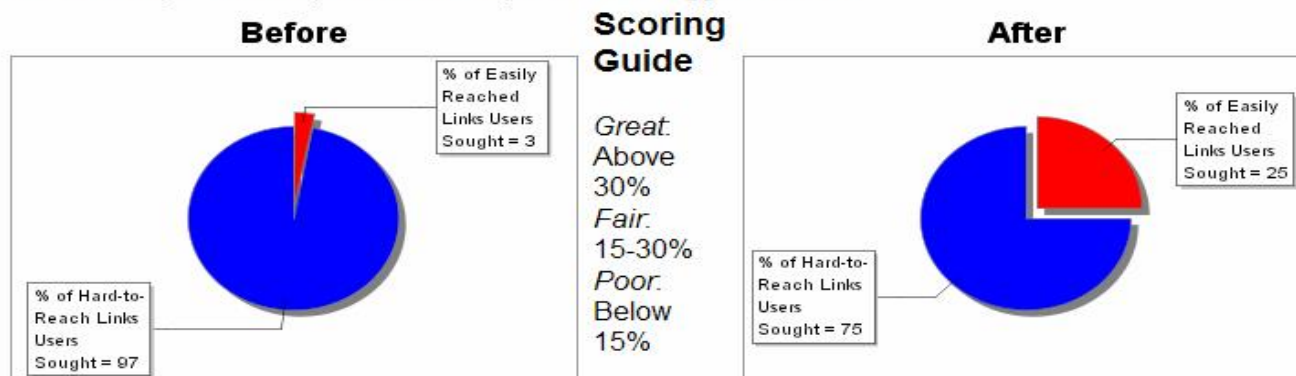
improvement

8.3x

On average, 3% of all easily accessed links were frequently sought. After applying our suggested links, 25% of all easily accessed links will be frequently sought.

Reducing Costs
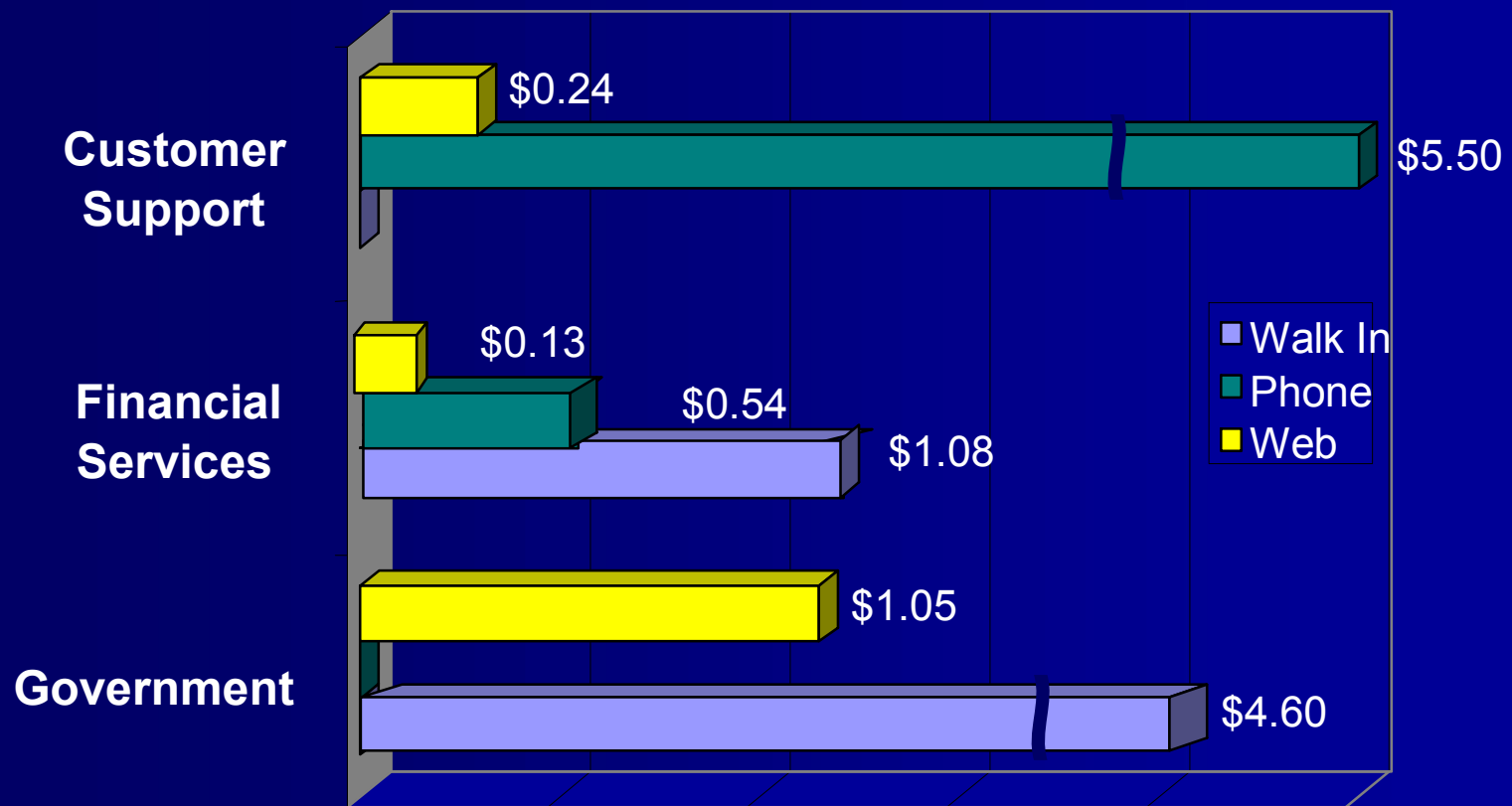
source(s): crmdaily.com; Forrester Research; Booz Allen Hamilton; Arizona Dept. of Transportation

Reducing Costs - Example

	Before
Web Users	600,000
Frustrated Users	84%
How Many Call	5%
Cost per call	$5.00
Total Cost	$126,000

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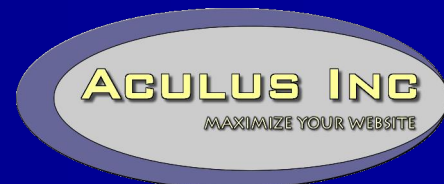
Reducing Costs - Example

	Before	After
Web Users	600,000	600,000
Frustrated Users	84%	5%
How Many Call	5%	5%
Cost per call	$5.00	$5.00
Total Cost	$126,000	$7,500

Total Cost Savings

$118,500!

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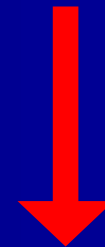
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Market: Web Analytics S/W

$391 2004
$450 2005
$517 2006
$595 2007
$685 2008

$ millions

15% annual growth

Source: Jupiter 2004

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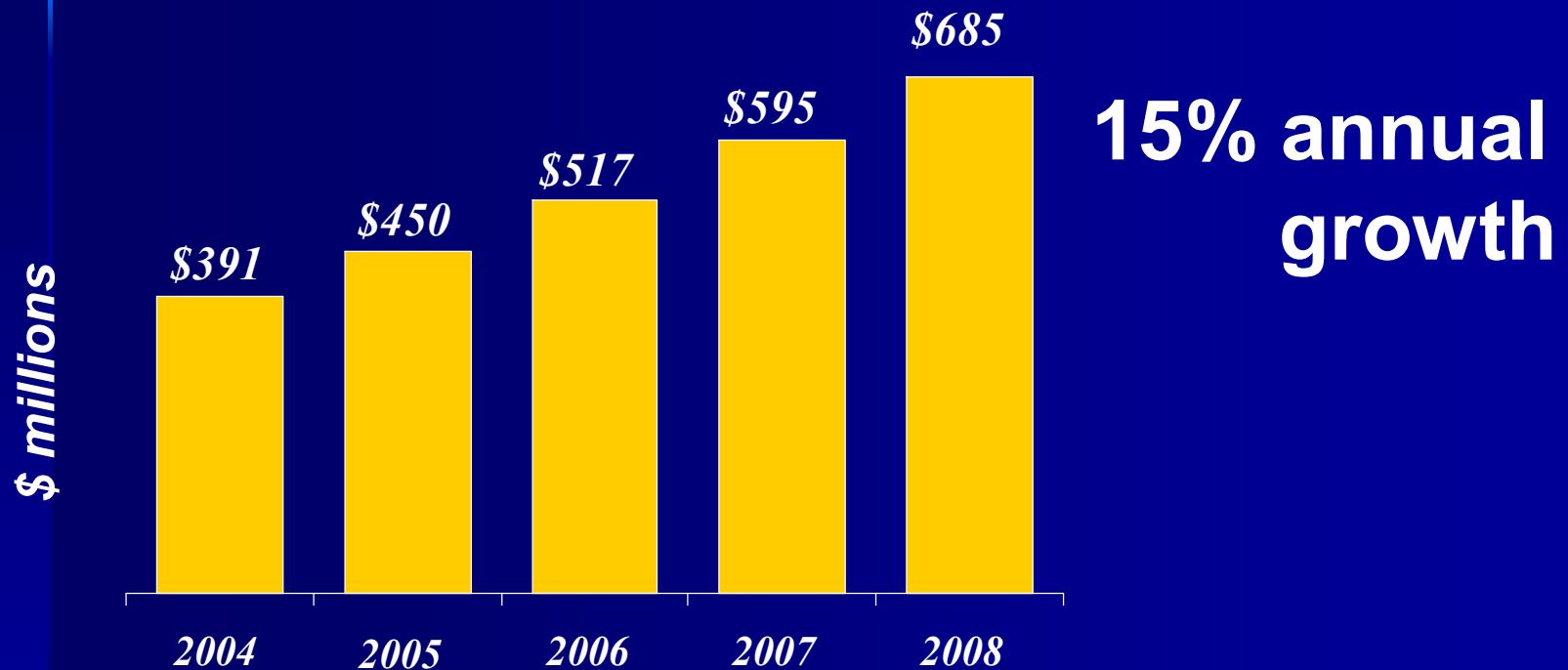
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Competitors and Opportunities

end-user

comSCORE NETWORKS

Nielsen//

DATAFLUX A sas COMPANY

WEBSIDESTORY

WEBSIDESTORY On-Demand Web Analytics

netIQ marter

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analytics

OneStar

continuous COMPUTING CORPORATION

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Target Markets

- Large Companies – Customer Support
    - Customer satisfaction metrics
    - 84% use activity or sales as primary measurement
    - Actionable solutions to improve site
- Small to Mid-size Companies ($1 to $100 million)
    - Entire corporate portal

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Aculus Roadmap

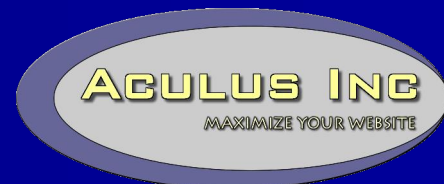|	Software Products		Hosted Contracts	
	Units Sold	Average Price	Cumulative Contracts	Average Price
Year 1	250	$2,200	35	$15,000
Year 2	550	$4,000	80	$20,000
Year 3	930	$6,300	130	$25,000

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Financial Highlights

$,000	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	1,100	3,783	9,152	14,406	22,926
Gross Margin	927	3,183	7,641	11,752	18,362
SG&A	1,135	2,830	5,867	9,503	14,914
Earnings before taxes	(208)	353	1,774	2,248	3,948

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Sources / Uses of Proceeds

- Raise $1M through equity financing
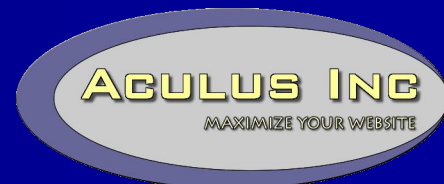- Launch AcuLink
- Initial Marketing & Sales
- Lease office space
- General operating expenses

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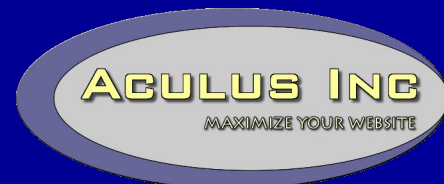
Management Team

- Need CEO
- Ryan Parker – Business Development
- Dr. Olivia R. Liu Sheng – Chief Scientist
- Jed Neilson – Finance
- Jonathan Randall – Product Design

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Commercialization Drivers

COE

Leadership: Olivia Sheng/Jack Brittain
Board of Advisors: George Gerpheide, Wasatch, Siebel, IBM, HP, MACU
Funding: Wasatch, IBM, NSF, BLM
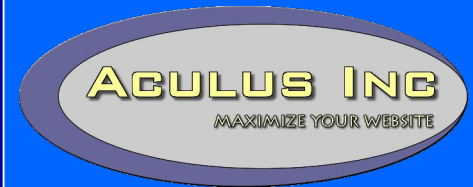**Partners:** Albertson's, HP, ClearChannel, State's CIO's office, Utah Interactive, UU, UUHSC

DESB/UTEC

Business-minded students and mentors

e.bis RESEARCH LAB
Leading researchers in the field
Funding: IBM, Sun, Toshiba, SAP, NSF, NIH, Army, Navy

Drive

Unique Technologies and Business Value

Clear Competitive Advantages

Strong Market Opportunities

GKMC: Fountain of Technology

- What's Next...?
  - One-on-one marketing
  - Personal account protection
  - Equity investment recommendation
  - Cancer risk management

GKMC has technologies for these and more!!!

Questions?